Customer Shopping Behaviour

Customer Type

All

233K Total_sales

89.13 Avg_purchase_freq

3.9K Total customers

14.6K Avg_review_rating

Total_sales by category and discount

discount ● No ● Yes

	No	Yes
Clothing	61K	44K
Accessories	42K	32K
Footwear	20K	16K
Outerwear	11K	8K

No 2847 / **Yes** 1053

Subscription Status

*Improves Customer Loyalty Quality Monotone Icon*
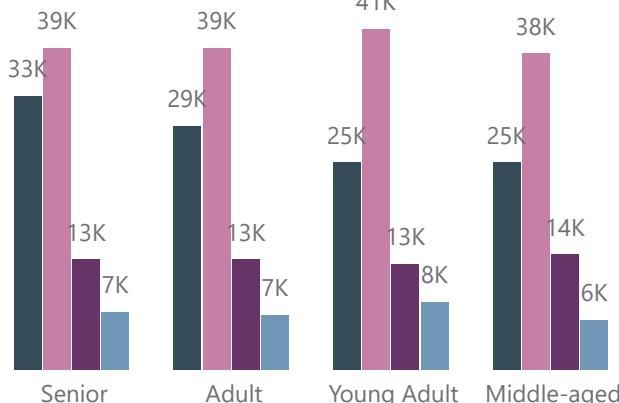
Sandals 4.0 Top Rating / **Shirt** 3.5 Bottom Rating
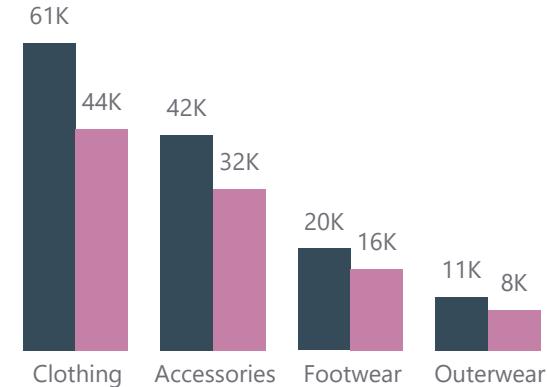
purchase frequency by age_group and category

● Accessories ● Clothing ● Footwear ● Outerwear

Age group	Accessories	Clothing	Footwear	Outerwear
Senior	33K	39K	13K	7K
Adult	29K	39K	13K	7K
Young Adult	25K	41K	13K	8K
Middle-aged	25K	38K	14K	6K

sales and engagement metrics by customer type

Cust. Type	Total_sales	Avg age	Ratings	Total cust.	Purchase count
Loyal	162690	44	3.8	2721	89584
Returning	65538	43	3.7	1096	9204
New	4853	44	3.8	83	83

subscribed cust. VS Cust. Type

Loyal	759
Returning	279
New	15

Customer Shopping Behaviour

Customer Type

All

1053
Subscribed Customer

44
Average of age
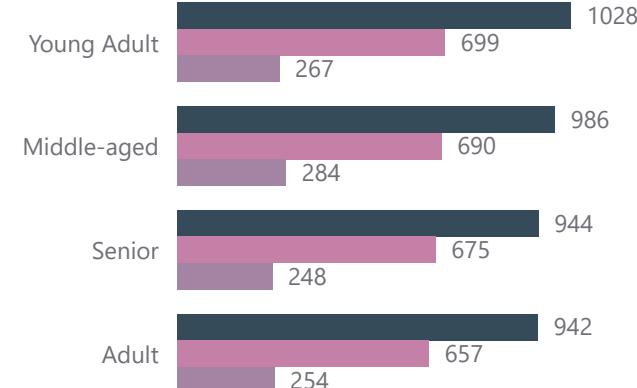
233K
Total_sales
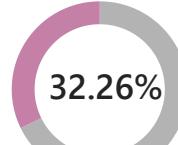
2721
Loyal Customers

Customer demographics by age_group

Age group	Values
Young Adult	1028 / 699 / 267
Middle-aged	986 / 690 / 284
Senior	944 / 675 / 248
Adult	942 / 657 / 254
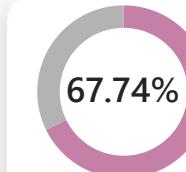
Female cont. in sales
$75,191   32.26%
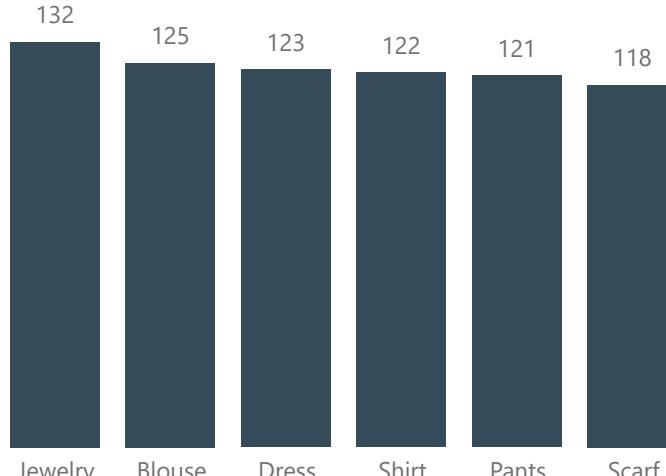
Male cont. in sales
67.74% $1,57,890
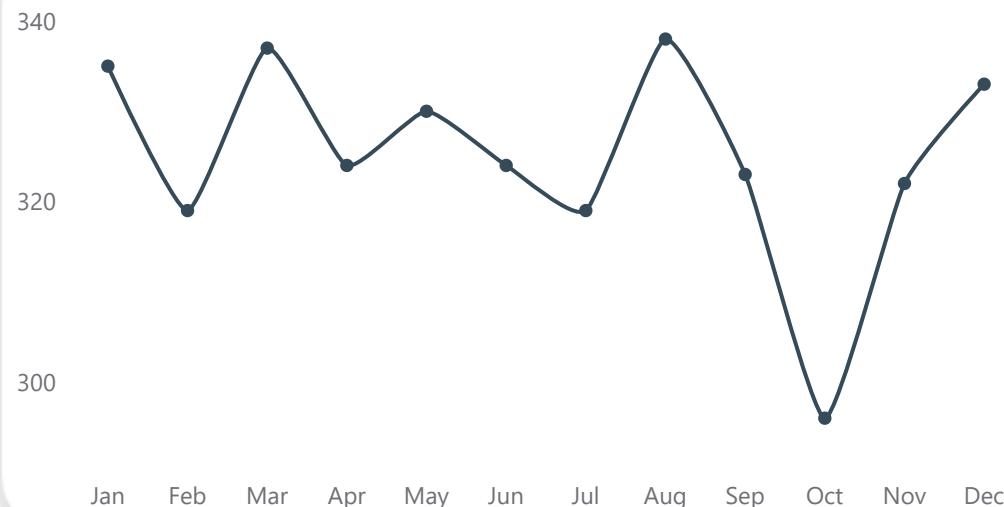
Loyal Customers by item_purchased

Item	Count
Jewelry	132
Blouse	125
Dress	123
Shirt	122
Pants	121
Scarf	118

customers wise Months

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

(values ranging approx 300–340)

purch. freq VS spend by age group

age_group	Total_sales	Purchases Count
Adult	55978	942
Middle-aged	59197	986
Senior	55763	944
Young Adult	62143	1028